RETS and the Brave New World of Business Intelligence

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Founder, CEO
Real Estate Ally
What is Real Estate Ally?

AGENT PERFORMANCE

- Timothy Cornstarch
- Bobby Tables
- Flavian Mudd
- Justine Cayce
- Kristen Gristle
- Roger de Birs
- Other

TYPES OF PROPERTY SOLD

- Bedrooms
- Property Type

PRICING EFFICIENCY

(Property value vs. Square Footage)

CONTRACTS WRITTEN

(Average days from Contract to Close)

- 263 CONTRACTS
- 76% CLOSED
Correlations in Other Industries

- Key Performance Indicators (KPIs)
- Build, Measure, Learn
- “Addictive” Consumer Products
Example Use of RETS Data

- Closing Price
- Closing Date
- Commission
- Commission Split

- Purchase Contract Date
- Estimated Closing Date
- Contract Price
REAlly’s Goals

Provide Better Data, More Insights

Build Better Organizations, Provide Better Service

More Efficient Transactions = More Transactions
Happier Customers = Creates Industry Value

More Transactions = Happier Customers

Consumer/Market

MLS/Association

Brokerage/Agent
Questions?

THANK YOU!